

## CLAIMS

What is claimed is:

1           1.     A method comprising:  
2           facilitating an exchange of information related to a transaction among a plurality  
3           of entities.

1           2.     The method according to claim 1, wherein said exchange of information is  
2           performed in real time.

1           3.     The method according to claim 1, wherein said facilitating further  
2           comprises:  
3           allowing an exchange of financial information of each entity of said plurality of  
4           entities associated with said transaction.

1           4.     The method according to claim 1, wherein said facilitating further  
2           comprises:  
3           allowing an exchange of financial information of a user associated with said  
4           transaction.

1           5.     The method according to claim 1, wherein said facilitating further  
2           comprises:  
3           allowing an exchange of entity information associated with said transaction.

1           6.     The method according to claim 1, wherein said facilitating further  
2           comprises:  
3           providing a link among said plurality of entities to allow said exchange of  
4           information.

1           7.     The method according to claim 6, wherein said link is a secure link.

1           8.     The method according to claim 1, wherein said facilitating further  
2 comprises allowing an exchange of distribution information associated with said  
3 transaction.

1           9.     The method according to claim 1, wherein said facilitating further  
2 comprises negotiating at least one element of said transaction with each entity of said  
3 plurality of entities.

1           10.    The method according to claim 1, wherein said exchange of information  
2 allows completion of said transaction.

1           11.    The method according to claim 1, further comprising:  
2 performing said transaction by providing a best price to a user involved in said  
3 transaction.

1           12.    The method according to claim 1, further comprising:  
2 performing said transaction by providing a best incentive program to at least one  
3 entity of said plurality of entities involved in said transaction.

1           13.    The method according to claim 1, further comprising:  
2 receiving a request to facilitate said transaction; and  
3 performing said transaction based on said exchange of information.

1           14.    The method according to claim 1, further comprising:  
2 selecting one entity of said plurality of entities based on said exchange of  
3 information; and

performing said transaction with said one entity on behalf of a user.

15. A system comprising:

a management module for facilitating an exchange of information related to a transaction among a plurality of entities involved in said transaction.

16. The system according to claim 15, wherein said exchange of information is performed in real time.

17. The system according to claim 15, wherein said management module further allows an exchange of financial information of each entity of said plurality of entities associated with said transaction.

18. The system according to claim 15, wherein said management module further allows an exchange of financial information of a user associated with said transaction.

19. The system according to claim 15, wherein said management module further allows an exchange of entity information associated with said transaction.

20. The system according to claim 15, wherein said management module further provides a link among said plurality of entities to allow said exchange of information.

21. The system according to claim 20, wherein said link is a secure link.

22. The system according to claim 15, wherein said management module further allows an exchange of distribution information associated with said transaction.

23. The system according to claim 15, wherein said management module further negotiates at least one element of said transaction with each entity of said plurality of entities.

24. The system according to claim 15, wherein said exchange of information allows completion of said transaction.

25. The system according to claim 15, wherein said management module further performs said transaction by providing a best price to a user involved in said transaction.

26. The system according to claim 15, wherein said management module further performs said transaction by providing a best incentive program to at least one entity of said plurality of entities involved in said transaction.

27. The system according to claim 15, wherein said management module further:  
receives a request to facilitate said transaction; and  
performs said transaction based on said exchange of information.

28. The system according to claim 15, wherein said management module further:  
selects one entity of said plurality of entities based on said exchange of information; and  
performs said transaction with said one entity on behalf of a user.

1           29.     A computer readable medium containing executable instructions, which,  
2     when executed in a processing system, cause said system to perform a method  
3     comprising:  
4           facilitating an exchange of information related to a transaction among a plurality  
5     of entities involved in said transaction.

1           30.     The computer readable medium according to claim 29, wherein said  
2     exchange of information is performed in real time.

1           31.     The computer readable medium according to claim 29, wherein said  
2     facilitating further comprises:  
3           allowing an exchange of financial information of each entity of said plurality of  
4     entities associated with said transaction.

1           32.     The computer readable medium according to claim 29, wherein said  
2     facilitating further comprises:  
3           allowing an exchange of financial information of a user associated with said  
4     transaction.

1           33.     The computer readable medium according to claim 29, wherein said  
2     facilitating further comprises:  
3           allowing an exchange of entity information associated with said transaction.

1           34.     The computer readable medium according to claim 29, wherein said  
2     facilitating further comprises:  
3           providing a link among said plurality of entities to allow said exchange of  
4     information.

35. The computer readable medium according to claim 34, wherein said link is a secure link.

36. The computer readable medium according to claim 29, wherein said facilitating further comprises allowing an exchange of distribution information associated with said transaction.

37. The computer readable medium according to claim 29, wherein said facilitating further comprises negotiating at least one element of said transaction with each entity of said plurality of entities.

38. The computer readable medium according to claim 29, wherein said exchange of information allows completion of said transaction.

39. The computer readable medium according to claim 29, wherein said method further comprises:  
performing said transaction by providing a best price to a user involved in said transaction.

40. The computer readable medium according to claim 29, wherein said method further comprises:  
performing said transaction by providing a best incentive program to at least one entity of said plurality of entities involved in said transaction.

41. The computer readable medium according to claim 29, wherein said method further comprises:  
receiving a request to facilitate said transaction; and  
performing said transaction based on said exchange of information.

42. The computer readable medium according to claim 29, wherein said method further comprises:

- selecting one entity of said plurality of entities based on said exchange of information; and
- performing said transaction with said one entity on behalf of a user.